

UDC 339.138

JEL classification: M39

Oleksandr Zozul'ov

Candidate of Economic Sciences, Professor
ORCID ID: 0000-0001-7087-2080

Tetiana Tsarova

Candidate of Economic Sciences
ORCID ID: 0000-0003-1321-5548

National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»

THE MARKETING EPOCHS BY KEY ELEMENTS OF ENTERPRISE` COMPETITIVENESS

ЕПОХИ МАРКЕТИНГУ В ЗАЛЕЖНОСТІ ВІД КЛЮЧОВИХ ЕЛЕМЕНТІВ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВА

The article is assigned to the marketing stages development, depending on the change of the market environment, competitiveness factors. A critical overview of the basic concepts on the basis of which the commercial activity of enterprises took place in different historical epochs is given. The driving forces of such changes are determined. The epochs of marketing are distinguished according to the following criteria: 1) stages of the theory and practice of marketing formation (from the epoch of pre-scientific marketing to its modern concept); 2) in terms of accentuation in marketing management; 3) in terms of key principles of product competitiveness from consumers' point of view. During the description of marketing epochs according to F. Kotler (from marketing 1.0 to marketing 5.0) their comparative analysis is carried out, the key directions of concentration of marketing efforts of the company are allocated. The own classification of epochs of marketing development depending on change of a key element in maintenance of competitiveness of the goods is given. The product, service, value and technological epochs in marketing development from the point of view of accentuation in commodity policy are singled out. The change of such epochs took place evolutionarily. Factors of competitiveness of the company's goods from previous epochs formed the basis for the factors of subsequent epochs. The characteristic of epochs of marketing development depending on change of a key element in maintenance of competitiveness of the goods is given. The driving forces that led to the emergence and change of these stages are identified. The article shows and proves with the use of examples from marketing practice the relevance of the technological era in modern marketing. The article shows that the product today is not just an object of exchange and production technology, the product is an element of technology to meet the needs, and this leads to a new understanding of the essence of product competitiveness. It is shown how the emergence of such era is associated with increased competition in the market and changes in technology. The model of the goods as technologies of consumers' needs satisfaction is resulted. The matrix of goods competitiveness on the basis of the analysis of goods integration in a technological chain of consumers' needs satisfaction is offered. The changes in the formation of the company's unique proposal for consumers in the market in the context of the technological epoch in marketing are shown.

Keywords: marketing, concepts of management, marketing epoch, goods, technology, competitiveness.

Стаття присвячена висвітленню етапів розвитку маркетингу відповідно до зміни ринкового середовища, чинників конкурентоспроможності. Надано критичний огляд основних концепцій, на основі яких відбувалась в різні історичні епохи комерційна діяльність підприємств. Визначено рушійні сили таких змін. Виділено епохи маркетингу за такими критеріями: 1) етапи становлення теорії та практики маркетингу (від епохи донаукового маркетингу до сучасної її концепції); 2) з точки зору акцентуації в маркетинг-менеджменті; 3) з точки зору ключових засад конкурентоспроможності товару з погляду споживачів. Під час опису епох маркетингу за Ф. Котлером (від маркетингу 1.0 до маркетингу 5.0) проведено їх компаративний аналіз, виділені ключові напрями зосередження маркетингових зусиль компанії. Надано власну класифікацію епох розвитку маркетингу в залежності від зміни ключового елементу в забезпеченні конкурентоспроможності товару. Зокрема виділено: товарну, сервісну, ціннісну та технологічну епохи в розвитку маркетингу з точки зору акцентуації в товарній політиці. Зміна таких епох відбувалась еволюційно. Чинники конкурентоспроможності товару компанії з попередніх епох формували підґрунтя для чинників наступних епох. Надано характеристику епох розвитку маркетингу в залежності від зміни ключового елементу в забезпеченні конкурентоспроможності товару. Визначено рушійні сили, які призвели до появи та зміни цих етапів. В статті показано та доведено з використанням прикладів з маркетингової практики актуальність технологічної епохи в сучасному маркетингу. В статті показано, що товар сьогодні – це не просто об'єкт обміну та технологія виробництва, товар являє собою елемент технології задоволення потреби, а це призводить до нового розуміння сутності конкурентоспроможності товару. Показано, як поява такої епох пов'язана із посиленням конкуренції на ринку та зміною технологічних укладів. Наведено модель товару як технології задоволення потреб споживачів. Запропоновано матрицю конкурентоспроможності товару на основі аналізу вбудованості товару в технологічний ланцюжок задоволення потреб споживачів. Показано зміни у формуванні унікальної пропозиції компанії для споживачів на ринку в контексті технологічної епохи в маркетингу.

Ключові слова: маркетинг, концепції управління, епохи маркетингу, товар, технологія, конкурентоспроможність.

Introduction. The main task of enterprise's marketing function is its competitiveness forming and strengthening. An inalienable constituent in providing of this complex phenomenon is good's competitiveness. In general a competition is a «fight of subjects of market relations for the limited volume of solvent demand and resources» (Zozul'ov, 2010, p. 130), what it follows from, that competitiveness is ability to win competitors in this fight, using more effective methods and arriving at greater perfection in the key spheres of activity. Accordingly, taking into account the thesis of management classic Peter Drucker, that marketing it a not function, but business on the whole, relevant is to investigate the changes of the stages of marketing development in the context of market's requirements to the competitiveness of enterprise changing. Based on this, taking into account the position of Peter Drucker that the most important task of marketing is consumer's forming. Important is consideration of the stages of marketing development from the point of view of good's competitiveness from consumers' point of view. The research of the stages of marketing development should take place exactly in the direction of these key aspects.

Task setting. The purpose of the study is: 1) to determine the criteria and highlight on their basis the epochs of marketing, their description and comparative analysis; 2) determination on this basis of relevant approaches to determining the competitiveness of the product, the method of its competitiveness evaluation and the formation of the unique product proposal.

Methodology. To determine the ways and means of solving the tasks were used general and specific research methods: dialectical, historiographical and monographic methods of cognition of economic phenomena, methods of systematic and comparative analysis, methods of logical generalization, structural-genetic analysis and synthesis. The information base of the study was analytical publications, Internet resources, publications in scientific journals, advertising messages of companies.

Research results. The analysis of management practices' development and changes is represented by conceptions of management an enterprise. Partly a marketing evolution is reflected in two extreme (from five) conceptions (marketing conception and conception of the socialetic marketing) that, though describe two principle heterogeneous stages of marketing function's development in the context of management an enterprise, however is satisfactory classification. But changes are in an object to that marketing efforts of company are sent, and character of marketing function's realization, that are represented (Kotler, Keller, 2018):

1) Marketing conception (what is fourth conception in their general list) consists in the following: in the spotlight of enterprise – consumers' needs on that all marketing functions are strung. Instead of task «produce and sell» the urgent task becomes «get know and react on a necessity». To create, to distribute and promote a value for a target market more effective methods are required different from competitors. Unlike the previous approaches to market activity enterprises' management that were accentuated on costs, products' attributes and communication of enterprise with a market, within the limits of this conception an attention exactly to consumer needs is paid as philosophy of management an enterprise.

2) In more early editions (for example, 10th edition from 2002) Philip Kotler gives the conception of the socialetic (socialresponsible) marketing (Kotler, 2002, p. 49), the subject of that is an orientation not only on necessities of target audience directly but also on the necessities of society on the whole. Satisfying of consumers' needs should be more effective, than competitors, with maintenance of consumers' and society's welfare increase. If previous conception provided two centers of making effort, namely consumer need and commercial interests of enterprise, then the third center of influence appears within the limits of this conception, whose existence should be taken into account: interests of society, co-operations represented in various forms, as for example, funds of nature defence, union of rights for consumers defence and others like that. Actualization of conception is predefined by strengthening of anxious moods of society related to the consequences of irresponsible consumption, increase of popularity of ecological behaviour and strengthening of positions of various unions from defence of environment, or rights for one or other social group or animals.

Previous conception of marketing is justly twitted with an orientation on current satisfaction of necessities without the account of future consequences of consumption, excessive charges of resources that pull harm for a natural environment and future generations, or promotion of irresponsible consumption that can affect health of consumers for some time and result in weakening of society on the whole.

However according to the 15th edition (from 2015) fifth conception is conception of the holistic marketing: marketing function as balanced combination of the internal marketing, marketing of mutual relations, integrated marketing and marketing of results.

The internal marketing is sent to mastering of marketing principles by the employees of organization and help in their realization, for example, of studies or skills development. It is work with administrative and executive personnel of the company. It is predicted that mastering and concerted collective aspiration of efforts on realization of marketing actions of the company takes place both apeak, between the different hierarchical levels of management, and horizontally, id est between the departments of one level. In essence, it is integration of marketing philosophy, as bases of doing business, in work of company on the whole, within the limits of that its constituents operate consistently and systematically, following unified marketing principles.

Marketing of mutual relations is accented on the long-term mutual relations forming with the key market groups of partners of the company on the basis of mutually beneficial co-operation, for what it is necessary to determine their interests and try to satisfy with them a mutually beneficial way. Internal (employees, shareholders, investors) and external contact audiences (financial circles, various agencies), customers and mediators, suppliers (all, who participate in value chain forming construction), belong to the key partners. An ultimate goal is marketing partner network forming, that is the asset of company and includes all market groups interested in its work. Accordingly, within the limits of marketing of mutual relations we deal with forming of the decentralizing system that goes beyond boundaries of a company, maybe, even, outside a basic market, and has a few centers of making decision. This education looks like a cluster, however must follow general principles of functioning and move in general direction that is provided by the marketing search of general values and benefits that unite the participants of such informal network.

According to the integrated marketing, all marketing functions and results of company performances, as well as co-operating with partners should be integrated in the single integral system. Marketing of results looks like the sociaethic marketing, and provides, that company, as the job performance is oriented and controls not only the indicators of income, sale, etc. but also takes into account the legal, ethic, social and ecological effects of the activity, and their corresponding influence on the indexes of the work. The system of such interconnected components and relations is sufficiently complex, however social responsibility of business that acquires more mass appeal becomes a categorical imperative for company's work on the developed markets, where reputation is an asset. Besides

negative effects from the company's activity, even if not to take into account reputation losses, however will affect its environment of functioning with time. For example, worsening of level of education (reduction of educational establishments, diminishing of on-line tutorials) in a certain region will result in the necessity of additional studies or necessity to leave skilled shots from other places in the future. Worsening of ecological situation will affect health of labour force (or potential workers) and totally will increase the cost of personnel insurance or treatment. Certainly, it is going about the markets of the developed countries with the modern standards of management. All marked four constituents in combination create the holistic marketing, that is fifth conception of management an enterprise and represents the level of marketing function's development that is actual nowadays.

From given above it is clear that quality differences between maintenance of marketing function in the described conceptions are substantial. There is a question in relation that causes such changes, or is their catalyst. The research of literary sources and history of prominent companies' success allows to draw conclusion in relation to factors, that result in reformatting of market and corresponding transition of marketing function on the new level of development that are: correlation of demand and supply, state of market's affairs; financial assets (own or attracted) and possibilities to use them (development of the credit-bank system), that influences both on the volume of suggestion and on the volume and level of solvency of demand; technological base of production (influences on the volume of suggestion, productivity, charges); technological base of consumption («infrastructural» technologies that do possible the use of the goods); solvency of the population (increase of the volume of consumption or its transition to the higher level of demand, when not a clock, but index of status, or sign of belonging to certain social group is bought); level of consumerism (degree of needs development of consumers and guarantee of their realization, defence). intensity of competitive activity; market "closure" level, difficulty of penetration to the markets of new competitors, that depends both on the dynamics of the market and on methods of competitive activity; technological level of market infrastructure, for example technological principles of exchange (such as the presence of the systems of electronic order and payment changes correlation of demand and supply in the context of volume of solvent target audience that is embraced by such systems, and for that they do possible access to suggestion), force majeure factors of temporal action. As can be seen below, these factors are actual for any classification, whereas they influence on market forming on the whole.

The selection of marketing epochs can be carried out according to various criteria: 1) stages of marketing theory and practice formation (from the era of pre-scientific marketing to its modern concept); 2) in terms of accentuation in marketing management; 3) in terms of key principles of product competitiveness from consumers' point of view. Such classifications of epochs do not contradict, but complement each other, emphasizing different accents of marketing function changing. In the context of this article, we will focus on the two last criteria.

Marketing epochs after Philip Kotler

A marketing evolution, as functions of enterprise's management, is appropriate and successive in time, with the corresponding change of actual marketing instruments and objects of influence, that is why important from the point of view of practical activity of marketing specialists is a question of its heterogeneous stages exposure. By a well known for today attempt to distinguish the stages of development of marketing, there is classification of Ph. Kotler, that counts five, so-called epochs of marketing : marketing 1.0, marketing 2.0, 3.0, 4.0 and 5.0 (Kotler, Kartajaya and Setiawan, 2018), which appearance is predefined by not only the change of technological aspects of production (productivity, speed, volume, possibilities of specialization and others like that) but also corresponding transformation of organization competitiveness essence understanding. Authors, describing the given above classification, stipulate, that enterprises can mentally be (and accordingly to operate) within the limits of any epoch of marketing, regardless of the real state of market environment. Functioning within the limits of certain epoch is stipulated by both realization of market and corresponding marketing instruments adequate to functioning in such environment condition and resources and corporate culture, by management traditions coming from which a company elects the model of market behaviour.

Within the limits of the stages of marketing development for every epoch it is possible to distinguish the qualificatory accent:

1) A marketing epoch 1.0: accent on a goods and goods' suggestion. The table of contents of requirements to company's functioning is very similar to the requirements actual in the days of conception of production perfection prevailing: the accent of enterprise's activity consists in creation of standard goods, cost cutting on its making and increase of its production volume, to make accessible it for wide public and to decrease a prime price. A main object of enterprise's attention is goods; basic aspects of work with goods are cheapness and its production volume. As economic pre-conditions of epoch's actualization and high meaningfulness of cheapness and production volume, as instruments of competitiveness acquisition, the large volume of the dissatisfied demand and relatively low level of solvency of potential consumers come forward. Time of actuality of this epoch is a period after the World War II, when consumers' incomes gradually begin to proceed. Communications develop at the same time, there is creation of post-war integration supranational formations, including, economic character that results in the corresponding decline of barriers in foreign trade, and thus the volume of potential demand increases within the limits of the internationalized markets.

2) A marketing epoch 2.0: accent on customer orientation. At the terms of competition's intensifying and informative supersaturating the key abilities are to determine the target audience, carry out effective market segmentation, concentrated on the segment and satisfy it. An epoch becomes actual when access to the goods and to information for wide public is not difficult, and the variety of goods results in the increase of consumers demand. Accordingly, consumers have the opportunity to hear about the goods, compare them to the competitors in real-

time, thus through this enlightenment and possibility of wide choice the price sensitiveness of customers grew, and willingness to settle for compromises with a salesman fell down. If to remember, that a cost of return of consumer that gave up suggestion of company is higher than cost of obtaining new one, then necessity of target audience choice is the keystone of competitiveness.

3) A marketing epoch 3.0: accent on a value, the valued approach is dominant. Development and globalization of communications on a background of supply's supersaturating gives possibility to the customer to promote requirements to the product and at the same time to express opinion within the limits of wide audience. A consumer within the satisfaction of basic needs can form requirements to additional properties of goods – to be the method of consumers' value expression as personalities. Under condition of identical functional goods' quality from various producers the ability of value expression becomes the keystone. So the goods of the personal use become symbols, that mark belonging to the social group, that adheres to certain standards (for example, ecological behaviour), or individual features of consumer (level of income, life style on the whole). Accordingly, companies try to involve a consumer to product's development and appeal not only to the needs, as to the values that are the basis of these needs, and realized in the process of consumption, as to the act of self-expression. Moreover, the consumption becomes more transparent and public.

4) The epoch of marketing 4.0: the digital marketing, combination of online and traditional (offline) marketing. An epoch is predefined by the change of the technological methods of business providing on a background of competition's intensifying that required the new approaches to the work with a client. A wide spread of the internet and mass «migration» of consumers in on-line environment serve as a catalyst, when entertainments, communications, receipts of information, purchase and studies, and also work, become if not virtual, then on-line of mediators or on-line of infrastructure will be realized for help. Joint of digital environment, within the limits of that consumers will realize the wide circle of daily needs and functions, and traditional one changes methods, time and algorithms of interaction with a consumer. Today not to be presented in the internet, even with informative web-page about the company or the goods, means the loss of potential demand.

5) A marketing epoch 5.0: consumer in an intelligent, flexible digital environment and interaction with artificial intelligence, as full-fledged agent of digital environment. Kotler and coauthors distinguish a few basic personal touches of new epoch : 1) environment that can influence on all sense-organs, creating the illusion of valuable virtual existence, and also at the same time to fix all actions of potential clients, up to their emotional state through the analysis of content, that they consume, and analysis of original appearance (recognition of emotions, gestures and others like that); 2) possibilities of continuous real-time clients' research, their current and past actions, permanent input of necessary changes and parallel control of results with corresponding adjustment in strategy and marketing tactics, id est marketing 24/7; 3) possibilities of individual targeting are due to complete transparency of actions and state of consumer in a digital environment,

and technologies that will allow to do interaction personal, such as individual advertising messages, based on Big Data; 4) presence of artificial intelligence that undertakes both part of marketing functions, as well as part of functions from making decision by a consumer; 5) new technologies, that supersede ordinary reality with digital when artificial intelligence is a partner in mutual relations (by a helper, salesman); 6) internet of things (IoT), that provide interaction between various market agents, their functioning and co-operation; 7) possibilities to the input of business model in style «everything as a service», when a consumer gets an utilitarian function, and company undertakes the process of exploitation, service, replacement and others like that, minimizing the necessary efforts to operate with products and troubles, related to its maintenance; traditional goods are replaced with services (for example, instead of the vacuum cleaner is service in cleaning up);

The analysis of marketing epochs allows to state, that from the beginning the medium of competitiveness was an internal environment of enterprise. On the second stage, in 1970s, there medium of enterprise competitiveness are moves to the environment where consciousness of consumer comes forward and gives an impulse to development of branding and predetermines the necessity of exact targeting. Changes in communication technologies in 1990th strengthened a consumption function, as the instrument of self-expression. Values that can be demonstrated by choosing a product become significant. The goods become the constituent of lifestyle and method of communication with the outer world. Combination of traditional and digital environment opens doors to the use of new instruments of influence and new models of behaviour, and assimilation of digital environment to the real, acquisition of intellectual constituent and transference of considerable part of communications and functions from making decision there, that dips a consumer in the fully new virtual method of existence. Also new method of functioning (possibility of new business models using) with the help of online environment or use of Big Data or artificial intelligence is got by companies-producers, service providers, mediators and others like that. For example, beginning from the middle of 2010th in autoinsurance the new business model of clever insurance spreads actively, Usage - based insurance, UBI, basic advantage of that is the personalized pricing. UBI is based on two variants of co-operating with a client: Pay - as - you - drive (PAUD, based on driver's exposure) or Pay - how - you - drive (PHUD, based on driving behaviour) (Tselentis, Yannis and Vlahogianni, 2016). A model foresees the flexible pricing, id est establishment of price for insurance depending on style of client's driving, his behaviour on the road. It became possible due to telematics equipment that collects data about client's driving at individual level, and systems of work from Big Data. Other example is a decision of company «Microsoft», that reported in May, 2020, that it frees the editors of news for a site Microsoft MSN and browser of Edge, replacing them with artificial intelligence. Editors did not engage in direct creation of the content, and only picked up materials of other agencies and checked up their maintenance (The Guardian, 2020). Work, that consists in determination of the context of news, selection of corresponding news, analysis of texts' unicity and

their filtration, for example, according maintenance of violent character, or other, given by the editorial office, fully accessible to the digital algorithms, in opinion of the representative of IT-sector, to the company “Softline” (Softline, 2020).

In accordance with the adopted accents a qualificatory source for competitiveness forming in marked different periods are objects of the management given on Fig. 1.

Marketing 1.0 Commodity era: the basis of competitiveness is the technical and economic characteristics of goods	Marketing 2.0 The era of customer focus: form brands based on the requirements of the target audience	Marketing 3.0 The era of value: to create value for the consumer as a way of self-expression	Marketing 4.0 The era of combining offline and online: being competitive means in traditional and digital environment	Marketing 5.0 Dominance of the digital environment: to be competitive means to be a full-fledged digital agent
1950s	1970s	1990s	2010s	2020s

Fig. 1. Marketing epochs and basic accents of competitiveness [it is formed by authors]

For the given classification the criterion of epochs' distinction is a marketing function that is in focus of marketing activity: goods' perfection, search of target audience, grant the value to the goods, co-operation in online-offline, valuable business-functioning/of life online. Key description of competitiveness is implementation of function by more perfect methods, than competitors, traditional or digital. Given classification of marketing epochs, without regard to found difference in key principles of each one, however is not complete enough in the context of analysis of enterprise competitiveness development, as a question concerning marketing product policy, as a base constituent of marketing activity, and its transformation in time in accordance with the changes of the market remains open.

Commodity epochs of marketing development

Historical analysis of motive forces of market's forming development, numerous theoretical researches and generalizations of marketing instruments features application in practice gave the possibility to distinguish the following stages of marketing development in the context of changes in the accents of product supply, as to the instrument of enterprise's competitiveness providing (Fig. 2). We will add their compressed description. Given dates have reference character, that represent beginning of quality changes in the accents of product policy of enterprises depending on the key aspects of competitiveness in certain sentinel interval.

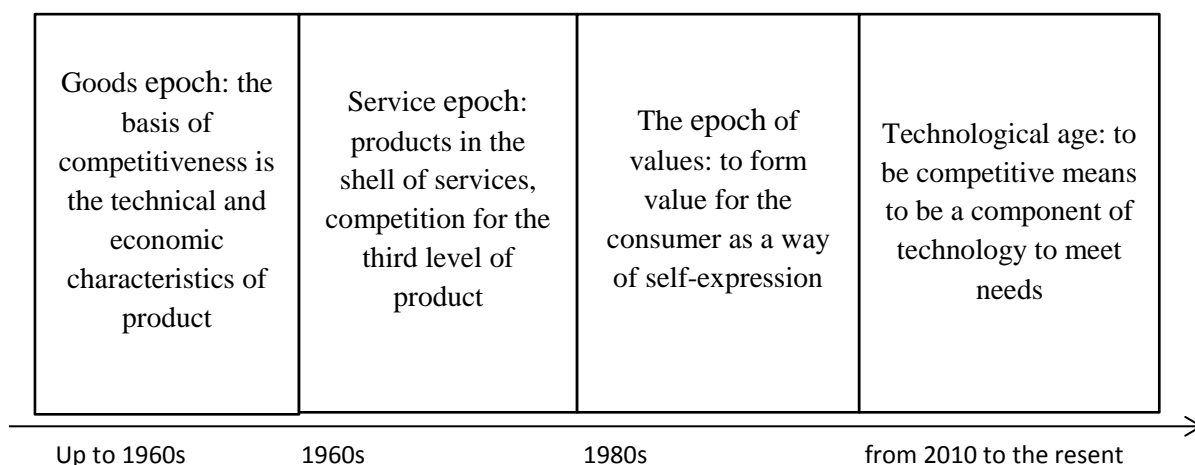


Fig. 2. Epochs of marketing development from the point of goods competitiveness [source: authoring].

1) *Product epoch*. Proceeded approximately to the end of 60th. Actualization took place on a background of competition's strengthening, transition of the market of salesman in the market of buyers, development of productive technologies. The basic mortgage of market success was a concentration on technical and economic features of products, their improvement. Product's consumption differed in relative simplicity, answering the basic needs of the market.

2) *Service epoch*. Lasted from the end of 60th to the end of approximately 80th. Strengthening of competition and technological complication of goods results in development of the third level of goods after Ph. Kotler. The product is surrounded by service shell, and an enterprise provides the cycle of technical works that do possible the use of product. It takes place both because a consumer is unable to serve a product independently and because it is difficult to copy, that is why it is more reliable recipe of competitiveness, than product separately. The increase of consumers' solvency does possible the payment of such improved product in a shell from the services of the company.

3) *The epoch of values*. The consumption of goods, as expression of the valued position of consumer, becomes actual in 80th - 2010th. Strengthening of goods' suggestion on a background of marketing influence methods standartisation results in the search of new methods of manipulation with consumer through a product. From the other side the population's incomes increase results in a volume, that a consumption becomes the instrument of lifestyle expression. At the same time, the development of communication infrastructure does possible to do a consumption more transparent and widespread on the wide circle of «audience», and the increase of population's incomes resulted in the increase of irrationality of purchasing behaviour and displacement of needs upstairs within the limits of pyramid of A.Maslow (Andrusishin, 2019), or appearances of additional level for the product of the utilitarian setting, for example, eco-bags in supermarkets. A consumption became the instrument of lifestyle expression. On the whole, among producers a transition took place from unique goods suggestion to the unique

valued suggestion. The goods competitiveness on such conditions is determined by the fact, how a brand corresponds the system of values and vital style of man. It is the epoch of the beginning of brand's development, consideration of brand as one of qualificatory to the asset of enterprise, passing to the management of assets of trade mark, that found its reflection, including the change of organizational forms, when a brand-manager becomes a main figure on an enterprise, and a brand from the element of product policy becomes the independent element of marketing complex.

4) *Technological epoch*. Approximately began in a middle 2010th. At present a competition after a value that is incarnate in a product proceeds yet, but its potential diminishes gradually. Ultra-hard competition on commodity markets, that resulted in mass application of communication influence on a consumer, gradual washing out of descriptions of product within the limits of one price range, and also change of generations and their sensitiveness to communications of brands and others like that resulted in quality changes in consciousness of mass consumer. Extremely high commodity suggestion results in certain «optimization» and rationalization of consumption, that leads to the point, that consumer tries to elect those goods that lie down more comfortable on his everyday behaviour patterns, thus, to decrease time and effort on organization of consumption, maintenance of the product. From technological point of view everyday life of man is an aggregate of withstand interconnected technologies of satisfaction of a withstand list of his necessities that is personified in the socio-economic and psypho-graphic type of consumer. Coming from it, to be competitive for a product means to be: a) easy from the technological point of application; b) to coincide with withstand technological patterns of necessities satisfaction; c) better satisfy consumer needs with the complex of technical and economic, social, emotional and others descriptions, than other products. It influences not only on products attributes but also on his market positioning and methods of advancement at the market that already now begins to be used in the advertisement of separate trade marks. Product today is not simply technology of production; a product is the element of technology of needs' satisfaction [2], and it results in the new understanding of goods' competitiveness essence that actually results in appearance of new epoch.

The final for today epoch of marketing begins at the terms of the sixth technological order, that is characterized by individualization and approaching of process of production to the consumer and intensifying of competition between innovative technologies and goods that satisfy the same necessity differently. Thus, a choice between different products (technologies) means, in particular, choice of certain character of behaviour in the context of certain problem/consumer needs solving. Within the limits of this epoch it follows to examine goods as technology's element of needs'satisfaction (Fig. 3) (Zozul'ov, Tsarova, 2016). Revealing is the statement, given on the portal of CreativityUA (a media portal about creative industries) (CreativityUA, 2015): «Most people remember Apple products, when begin to think about a good design. However really it is not a design, but its result. People love such things that fits in their life and compel to get used to realize certain actions as a specific way. A design is an specific type of

thinking, that allows to form radically new method of product's use that was not thought before». And that is the work product designers do (Luk'ianov, 2019).

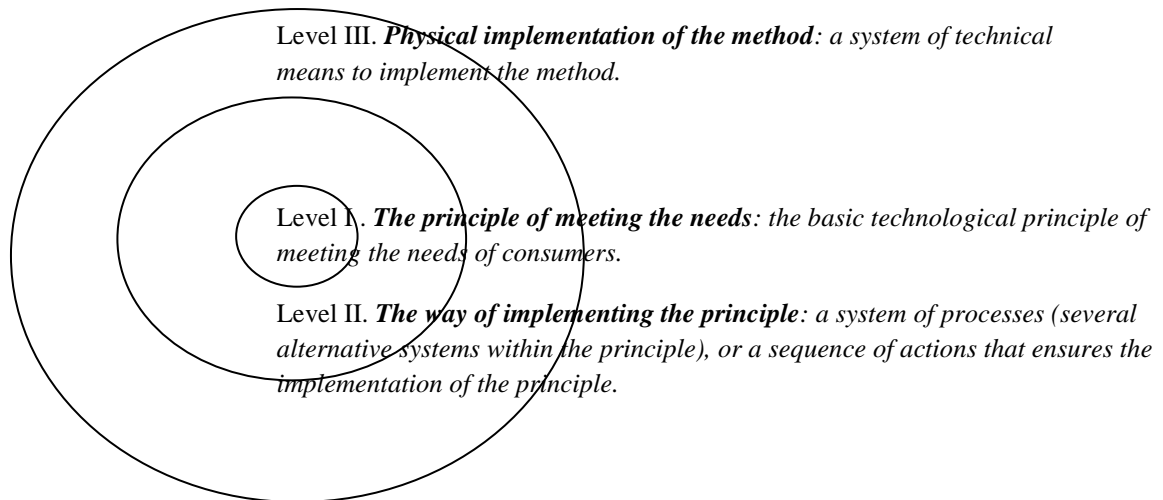


Fig. 3. Model of product, as technology of consumers' needs satisfaction

A competition, accordingly, is displaced on the processes of needs' satisfaction, whereas competitiveness is moved on possibility of company or goods built into these processes, to blend in the system of everyday tasks solving. On such conditions the main task is to become a part of consumer's life, element of everyday technology of needs' satisfaction that consumer can not treat without from rational or irrational factors. For example, such idea is put in the advertising campaign by a company Danone, presenting rollers on a general theme «Mother, I have eaten» (2020) that can be found on Youtube. The advertisement gives the information, that products of Danone are organic constituent of technology problem of child's hunger solving, a part of everyday ordinariness. In turn Youtube now actively supersedes traditional television, as a channel, that satisfies a need to «keep track of events» by more comfortable method, as allows to elect the objects of revision, diminishing informative pressure from unnecessary transmissions.

We can admit that beginning from 2010th the basis of competitiveness is when the goods is built into the technological chainlet of vital functions of man in a soft (through a comfort, loyalty or similar factors) or hard format (can not refuse through limitation of external character, for example, legislative). The medium of competitiveness is consumer's way of life and goods is the constituent of technology of vital consumer's functions providing. Potential level of goods' competitiveness in marked context, and also taking into account predominance of goods' descriptions above competition suggestion, can be defined by means of matrix of competitiveness given on Fig. 4.

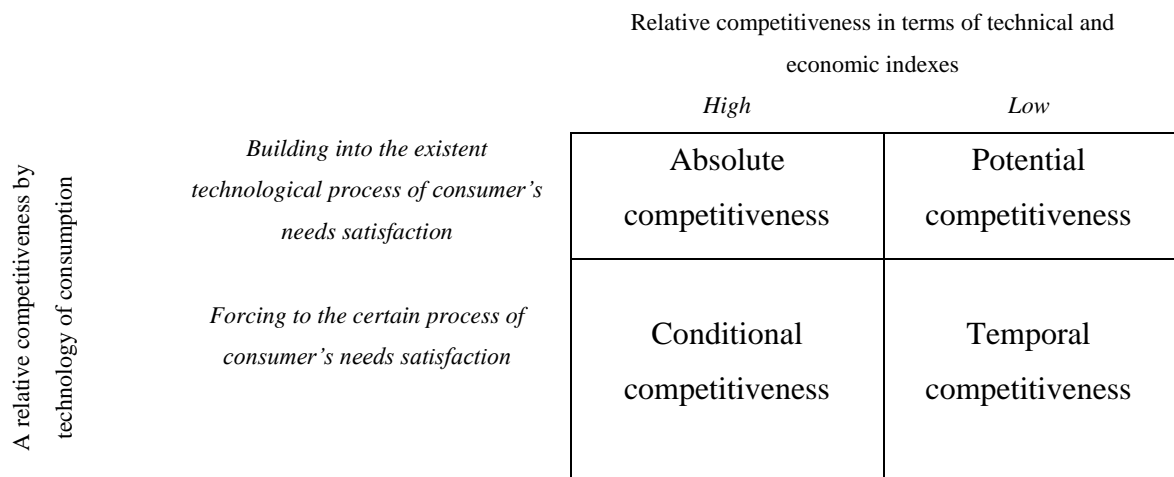


Fig. 4. Matrix of goods' competitiveness (source: authoring).

Competitiveness that arises as a result of forcing to consumption (legislative limitations, or market's monopolization due to other factors) is unsteady while the restrictions hold. In case when goods exceeds the technico-economic indexes of competitors, it is conditional, whereas the consumer is forced to the use of goods by external circumstances and will buy it until the best competition analogue appears. But also if goods are built into the process of consumption it is necessary to watch descriptions of competition suggestion. It results in fundamentally new look to the evaluation of goods' competitiveness forming. Such method of competitiveness evaluation is extremely actual for innovative goods, where inconstancy of both technologies of production on the early stages and technologies of consumption, vision of methods of goods using by consumers. It results in a volume, that producers of innovative goods forced to position them as the best, but the method of needs' satisfaction is known to the consumer.

The change of accents and medium of competitiveness (competitiveness now is functionality and technologicalness) changes essence of goods proposal (fig. 5).

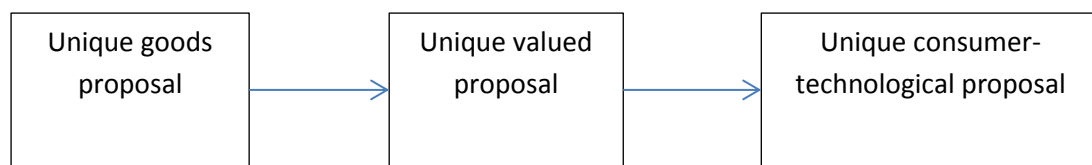


Fig. 5. Changes in market proposal of the company forming (source: authorial development)

Conclusions. Change of goods epochs of marketing that is incarnated in the change of essence of market proposal of the company predetermines the change of approaches to understanding of essence and orientation of application of marketing instruments. For branding (a brand is in really competitive, when it becomes inalienable part of everyday life of consumer), marketing researches (it is

important to investigate the models of behaviour and technology of life, but not simply goods and its attributes, comparative descriptions relatively the most dangerous competitors), innovations (as far as they require the changes of patterns of consumer behaviour, and, accordingly, sizes of advertising budgets) - changes are obligatory. Market segmentation must, foremost, be conducted according to the fact, how goods are technologically built into the model of consumer's behaviour and his everyday technologies of needs satisfaction. A company should monitoring the features of product's using, as far as a product is part of technological chainlet of vital functions of client, providing clear targeting and communication at the same time. Possibilities of artificial intelligence and Big Data are in direction of product's policy development that is based on the analysis of consumption models that are irreplaceable here. The product's policy built on found algorithms of consumer behaviour that is future direction of company's marketing function development.

Literature:

1. Zozul'ov O. V. (2010) *Promyslovyy marketynh: rynkova stratehiia* [Industrial Marketing: market strategy]. Manual. Kyiv: Center of Educational Literature. – P. 576.
2. Kotler, P., Keller K. L. (2018). *Marketynh Menedzhment* [Marketing Management], 15 - th ed, St. Petersburg: Piter. - P. 848
2. Kotler, P. (2002). *Marketynh Menedzhment* [Marketing Management], 10 - th ed, St. Petersburg: Piter. - P. 752
3. Kotler, P., Kartajaya, H., Setiawan, I. (2018) *Marketynh 4.0. Vid tradytsijnoho do tsyfrovoho* [Marketing of 4.0: Moving from Traditional to Digital]. Kyiv: Publishing of group of KM-BUKS. - P. 208
4. Tselentis D.I, Yannis G., Vlahogianni E.I. (2016) Innovative insurance schemes: pay as/how you drive. *Transportation Research Procedia*, vol. 14. Available at: https://www.researchgate.net/publication/304530360_Innovative_Insurance_Schemes_Pay_as_how_You_Drive
5. "Microsoft sacks journalists to replace them with robots". *The Guardian* (2020). Available at: <https://www.theguardian.com/technology/2020/may/30/microsoft-sacks-journalists-to-replace-them-with-robots>
6. *Microsoft zaminiuie redaktoriv svoikh sajtyv na shchuchnyy intelekt* [Microsoft sacks journalists to replace them with robots]. *Softline* (2020). Available at: <https://softline.ua/ua/news/microsoft-zaminiuie-redaktoriv-svoikh-sajtyv-na-shchuchnyy-intelekt.html>
7. Andrusishin B. (2019) *Piramida potreb abrahama maslou (teoriya motyvatsiy) ta yyy nedoliky z pohlyadu suchasnosti* [Pyramid of needs of Abraham Maslow (motivation theory) and its shortcomings in terms of modernity]. Electronic archive of scientific materials of the National University "Lviv Polytechnic". Available at: http://ena.lp.edu.ua/bitstream/ntb/53373/2/2019_Andrusishin_B-Piramida_potreby_Abrakhama_8-9.pdf
8. Zozul'ov O. V., Tsarova T.O. (2016) *Protsesno-tekhnolohichnyy pidkhid do formuvannya marketynhovoy modeli tovaru* [Process-technological approach to forming marketing product model]. *Economic bulletin of National technical university of Ukraine "Igor Sikorsky Kyiv polytechnic institute"*, vol 13. Available at: <http://ev.fmm.kpi.ua/article/view/80570>

9. *10 myfov o dyzajne, v kotorye veriat osnovately kompanyj* [10 design myths that company founders believe in]. CreativityUA (2015). Available at: <https://creativity.ua/creativity-and-design/10-mifov-o-dizajne-v-kotorye-verjat-osnovateli-kompanij/>
10. Luk'ianov S. (2019) *10 myfov o produkt-dyzajnerakh. Y pochemu vse naoborot* [10 myths about product designers. And why is everything the other way around]. Marketing Media Revue. Available at: https://mmr.ua/show/10_mifov_o_produkt-dizaynerah_i_pochemu_vse_naoborot